

Message Text

UNCLASSIFIED

PAGE 01 STOCKH 03751 011453Z

44

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 038616

R 011430Z AUG 75
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
INFO SECSTATE WASHDC 5268

UNCLAS STOCKHOLM 3751

FOR: BIC/OIM/SAD/GOOTENBERG/JOHNSON/CLEVELAND

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM IN-STORE PROMOTION - NK

REF: 1. STATE 117552; 2. STOCKHOLM A-168

1. IN ADDITION TO THREE PAGE SUMMARY OF SALES DATA SUBMITTED UNDER LETTER FROM NK TO EMBASSY DATED JUNE 19 AND WHICH WAS FORWARDED YOUR OFFICE UNDER AIRGRAM IN REFERENCE, NK'S HAGERMAN HAS RESPONDED AS FOLLOWS TO YOUR QUESTIONS REFTEL.

2. OVER 85 PER CENT OF ALL NEW-TO-STORE MERCHANDISE REPORTED DURING IN-STORE SALES PROGRAMS IS CONSIDERED BY FIRM TO BE INCREMENTAL SALES; AND OVER 50 PER CENT OF NEW-TO-STORE MERCHANDISE PROMOTED DURING ENTIRE PROGRAM WILL BE INCLUDED IN REGULAR ASSORTMENT OF MERCHANDISE; VIZ. SHIRTS; RANGE OF TRIMMINGS AND CERTAIN TEXTILES SUCH AS SHEETS AND OTHER BEDDING MATERIALS; GOLF EQUIPMENT AND, IF RESOLVED AS REGARDS THE FREIGHT-RATE QUESTION AS PER STOCKHOLM A-169 AND PREVIOUS, FURNITURE.

3. THESE DATA BEING CONFIRMED IN WRITING BY NK'S TOP MANAGEMENT. LETTER WILL BE FORWARDED UPON RECEIPT.

4. ACTION REQUESTED: REQUEST TELEGRAPHIC AUTHORIZATION TO MAKE PAYMENT IN ACCORDANCE WITH CONTRACT RELATING TO SUBJECT PROGRAM.

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STRAUSZ-HUPE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 01 AUG 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STOCKH03751
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750266-0651
From: STOCKHOLM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750888/aaaadabx.tel
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Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
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Reference: 75 STATE 117552, 75 STOCKHOLM A-168
Review Action: RELEASED, APPROVED
Review Authority: buchant0
Review Comment: n/a
Review Content Flags:
Review Date: 19 DEC 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <19 DEC 2002 by ReddocGW>; APPROVED <09 MAR 2004 by buchant0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
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EO Systematic Review
06 JUL 2006

Review Media Identifier:
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Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
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Status: NATIVE
Subject: COMMERCIAL PROGRAM IN-STORE PROMOTION - NK
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